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**For Immediate Release**

## **Great American Country Goes to Broadway Systems' Advertising Management Platform**

**GRAND RAPIDS, Mich. — March 18, 2008** — Broadway Systems today announced that Great American Country (GAC) has migrated to the company's end-to-end advertising management platform to manage all programming, advertising sales, traffic operations, stewardship and finance functions for the network. The migration from GAC's legacy application, including the support for GAC's variable-length music video format, was easily accomplished, in part due to Broadway's open architecture and ease of integration to third-party applications.

In 2006, GAC — based in Tennessee, and reaching an estimated 53 million homes — was acquired by Scripps Networks. Scripps has utilized Broadway Systems solutions for advertising business management of its other network properties — Home & Garden Television (HGTV), Food Network, Do It Yourself (DIY) Network, and FINE LIVING Network — since 2003.

"Making a change to a cable network's core business system historically has been extremely disruptive to the overall operation," said John Sorensen, president of Broadway Systems. "But Broadway Systems' open architecture enabled GAC to import its own data and to use its existing infrastructure, greatly simplifying the process. Because Broadway integrates all facets of an operation into one application, it was the obvious way for GAC to go."

Broadway Systems provides cable networks with the industry's most contemporary and comprehensive software, helping them to provide the best service to their advertising clients; improve advertising yields through efficient management of inventory; define, package, and profit from non-traditional inventory; cost-effectively manage operations;

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and comply with Sarbanes-Oxley and other regulations as well as in-house policies and procedures.

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**About Broadway Systems**

Broadway Systems has collaborated with companies such as Fox News, the Scripps Networks, and CBS College Sports to engineer a contemporary and fully integrated programming, sales, traffic, stewardship, and billing system. Today this platform manages more than \$2 billion in advertising revenues, including those from several of the top 20 networks, across news, sports, music, and entertainment content. Broadway Systems offers cable networks a strategic alternative to existing vendors, one that is dedicated to their business and able to keep pace with the changing needs of this dynamic industry.

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